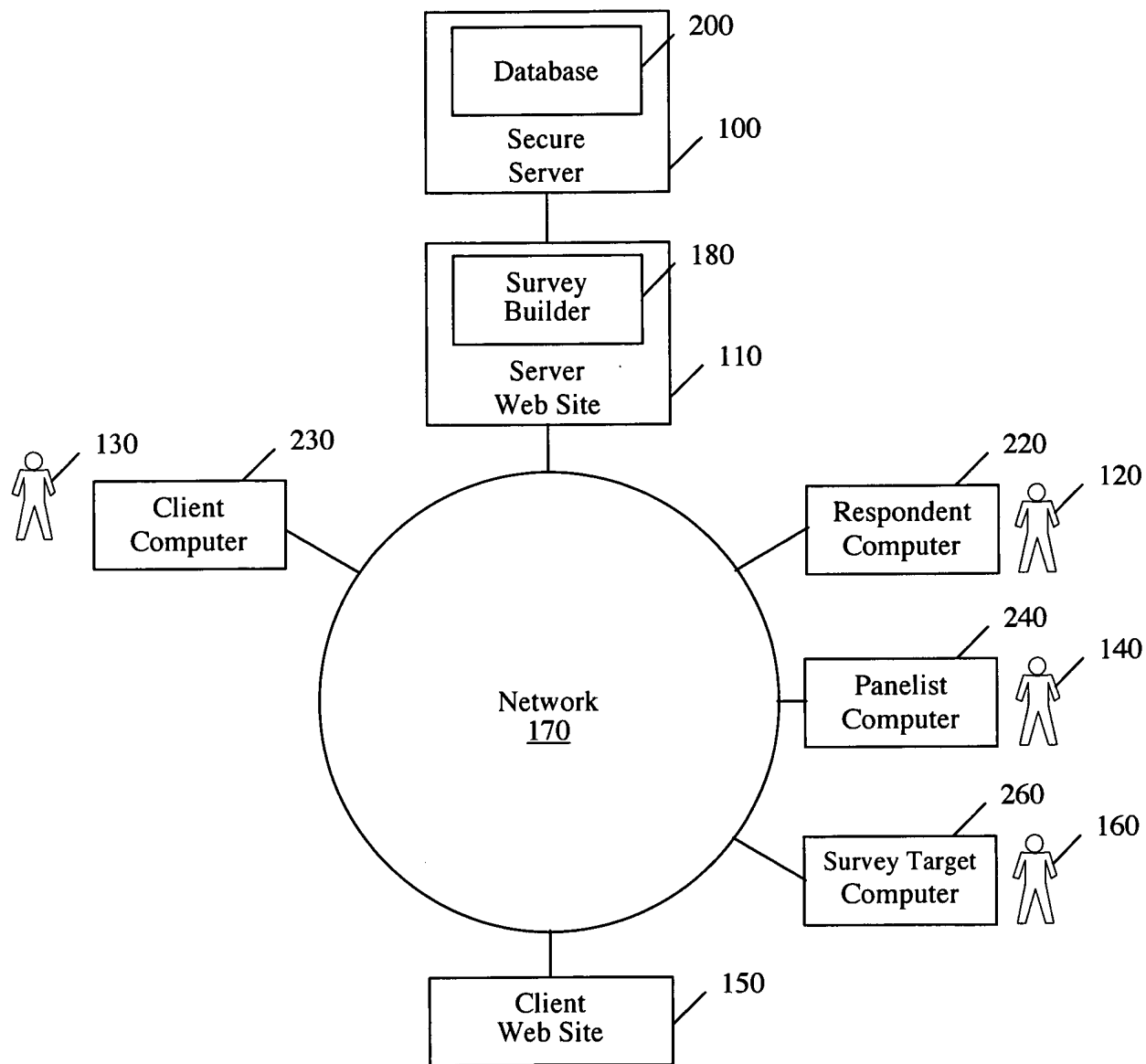




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**Fig 2**

301

**Survey 1**

310 **Popularity**

311 *What do you think of the candidate?*  
*Circle your answer:*

312 Honest	Yes	No
313 Trustworthy	Yes	No
314 Sincere	Yes	No
315 Charismatic	Yes	No

320 **Performance on Issues**

321 *Rank the candidate's performance on the following issues:*  
*Answer 1-5 where 1 is poor & 5 is excellent:*

322 Taxes	[   ]	1-5
323 Economy	[   ]	1-5
324 Domestic Policy	[   ]	1-5
325 Public Education	[   ]	1-5
326 Health Care	[   ]	1-5

330 **Re-election**

331 *Would you re-elect this candidate?*  
*Circle your answer:*

332	Yes	No
-----	-----	----

**Fig 3A**

302

## Survey 2

310

311 **Popularity**  
*What do you think of the candidate?*  
*Circle your answer:*

312

313      Honest      Yes    No

314      Trustworthy    Yes    No

315      Sincere      Yes    No

346      Charismatic    Yes    No

347      Affable      Yes    No

            Articulate    Yes    No

320

321 **Performance on Issues**  
*Rank the candidate's performance on the following issues:*  
*Answer 1-5 where 1 is poor & 5 is excellent:*

322      Taxes      [   ]    1-5

323      Economy    [   ]    1-5

351      Foreign Policy    [   ]    1-5

325      Public Education    [   ]    1-5

326      Health Care    [   ]    1-5

352      Social Security    [   ]    1-5

353      Defense      [   ]    1-5

360

361 **Stand on Issues**  
*How do you stand on the following issues:*

362      Individuals should NOT be able to invest their own money for Social Security  
             [   ] Strongly disagree    [   ] Tend to disagree    [   ] Don't know    [   ] Tend to agree    [   ] Strongly agree

363      The current Social Security system is NOT in trouble  
             [   ] Strongly disagree    [   ] Tend to disagree    [   ] Don't know    [   ] Tend to agree    [   ] Strongly agree

364      Government should reduce social programs  
             [   ] Strongly disagree    [   ] Tend to disagree    [   ] Don't know    [   ] Tend to agree    [   ] Strongly agree

330

331 **Re-election**  
*Would you re-elect this candidate?*  
*Circle your answer:*

332

Yes    No

Fig 3B

303

## Survey 3

310

311 **Popularity**  
*What do you think of the candidate?*  
*Circle your answer:*

312	Honest	Yes	No
313	Trustworthy	Yes	No
314	Sincere	Yes	No
315	Charismatic	Yes	No
348	Good Speaker	Yes	No
347	Articulate	Yes	No

320

321 **Performance on Issues**  
*Rank the candidate's performance on the following issues:*  
*Answer 1-5 where 1 is poor & 5 is excellent:*

323	Economy	[ ]	1-5
326	Health Care	[ ]	1-5
354	Response to recent disaster	[ ]	1-5
353	Defense	[ ]	1-5
359	The war	[ ]	1-5

360

361 **Stand on Issues**  
*How do you stand on the following issues:*

365 The current Social Security system is in trouble  
 [ ] Strongly disagree [ ] Tend to disagree [ ] Don't know [ ] Tend to agree [ ] Strongly agree

366 Government should abolish the Estate Tax  
 [ ] Strongly disagree [ ] Tend to disagree [ ] Don't know [ ] Tend to agree [ ] Strongly agree

367 Government should NOT have gone to war  
 [ ] Strongly disagree [ ] Tend to disagree [ ] Don't know [ ] Tend to agree [ ] Strongly agree

330

378 **Re-election**  
*I will vote for the candidate tomorrow.*  
*Circle your answer:*

379

True   False

Fig 3C

301 -	SURVEY 1		Respondant 1		Respondent 2		Respondent 3		Respondent 4	
	Questions	Goal	Weight	Response	Calc	Response	Calc	Response	Calc	Response
310 -	POPULARITY									
312 -	Honest	1	8	1	8	0	0	0	0	1
313 -	Trustworthy	1	4	1	4	1	4	0	0	1
314 -	Sincere	1	4	1	4	0	0	0	0	0
315 -	Charismatic	1	4	1	4	1	4	1	4	1
320 -	PERFORMANCE ON ISSUES									
322 -	Taxes	4	6	5	7.5	3	4.5	1	1.5	4
323 -	Economy	4	6	5	7.5	4	6	1	1.5	5
324 -	Domestic Policy	4	6	5	7.5	2	3	1	1.5	3
325 -	Public Education	4	6	5	7.5	4	6	2	3	4
326 -	Health Care	4	6	5	7.5	3	4.5	2	3	5
330 -	RE-ELECTION									
331 -	Would you re-elect this candidate?	1	50	1	50	1	50	0	0	1
450 -	INDEX		100		107.5		82		14.5	97.5
460 -	AVERAGE INDEX OF SURVEY 1		75.4							

Calc = (Response/Goal)\*Weight  
 Index = (SUM((Response/Goal)\*Weight) / SUM(Weight)) \* 100

Fig 4

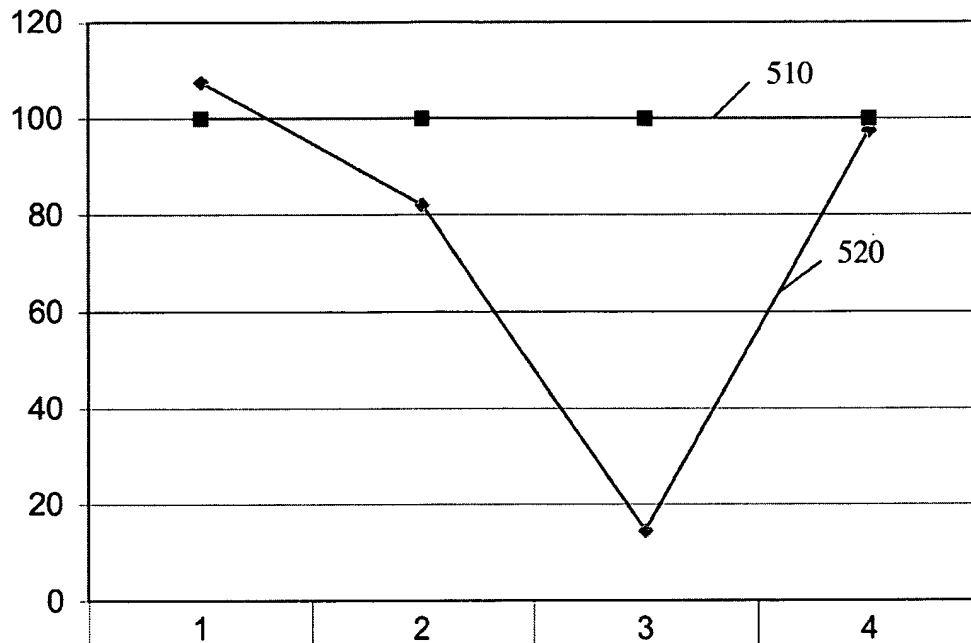
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460a

500

Survey 1 Results = 75.4

Index



◆ Values	107.5	82	14.5	97.5
■ Goal (100)	100	100	100	100

Respondents

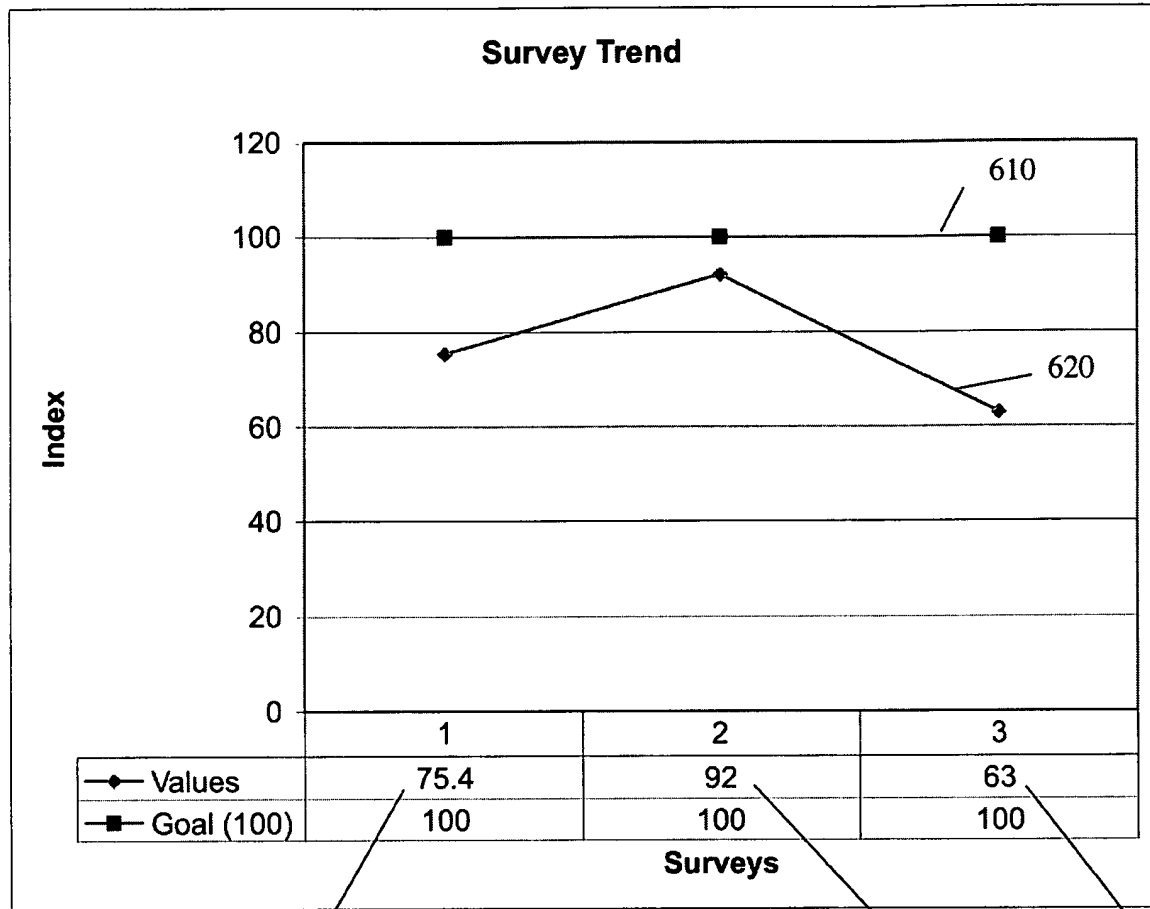
450a

450b

450c

450d

Fig 5



460a

**Fig 6**

460b

460c